Clorama

CLARA DUDLEY'S
COLOR IDEA BOOK

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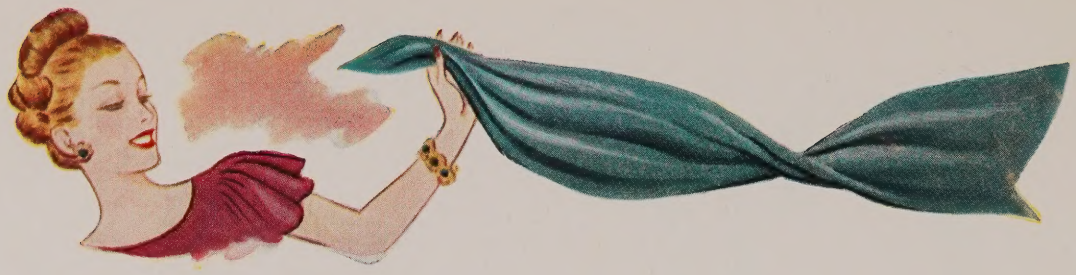
Alexander Smith & Sons Carpet Co., Yonkers, N. Y.

101 Years of Rug & Carpet Weaving



Dear Friend

This book is primarily about COLOR for your home . . . and how *you* can use color to create exciting beautiful rooms.

Each year thousands of women write to me about their decorating problems and ask my advice on color schemes and arrangements.

Now, the wonderful new B.H.F. Color Coordination Plan gives us all an easy, practical answer to almost every color problem.

This plan, launched by the Home Furnishings Style Council and supported by Alexander Smith and Sons Carpet Company, is a heavenly idea that will make it easier for you to find colors that really *do* go together in your home—because the different manufacturers *planned it that way*.

Here, in actual room settings, you will see these colors used in effective, different color schemes . . . which, I feel sure, will inspire you to try your own combination in *your* home beautiful.

If you do not find in these pages the exact color ideas you are looking for, (and almost everyone's problem *is* different, isn't it?) please feel free to write to me. Your letter will receive my personal attention and I shall be glad to help you in any way I can . . . completely free of charge, of course. There is a form in the back of this book for your convenience in writing.

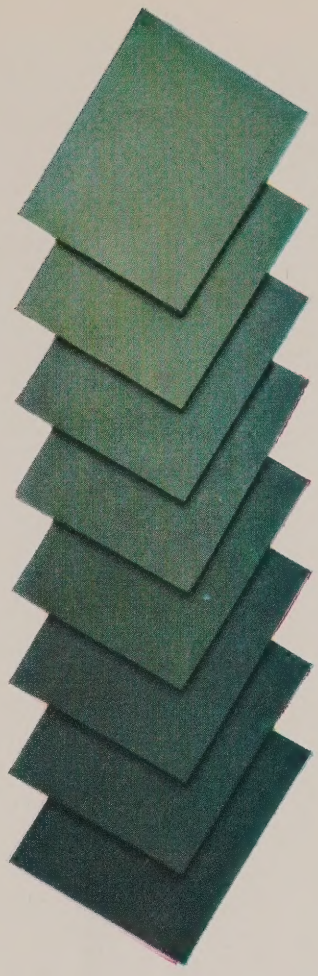
Cordially Yours,

Clara Dudley

COLOR SCHEME CONSULTANT FOR
ALEXANDER SMITH & SONS CARPET CO.

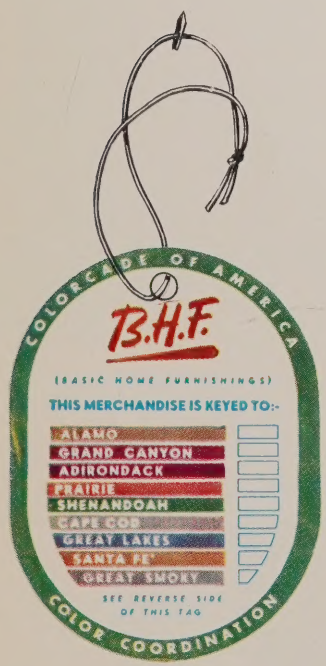
CHOOSE YOUR COLORS

THIS NEW B.H.F.* WAY...



You'll find it easy now, with the nine Basic Home Furnishings colors, to choose your new color scheme. Start with the Alexander Smith Rug or Carpet you like—either solid color or figured—then pick up other B.H.F. colors, *all clearly labeled with* B.H.F. *color names,* in draperies, furniture, wallpapers and paint. Your favorite store can now help you put pleasing combinations together just by following these labels—because hundreds of designers of all these different things have, for the first time, worked from the same basic colors.

On the following pages you will see how I have planned six entirely different B.H.F. color schemes—three around an Alexander Smith Floor-Plan Rug, which is labeled, "Keyed to B.H.F. Shenandoah Green;" three others around the B.H.F. colors in a *patterned* Alexander Smith Broadloom Carpet labeled, "Keyed to B.H.F. Cape Cod, Prairie and Shenandoah Groups." These are just a few examples of the lovely effects you can obtain with Alexander Smith Floor-Plan Rugs and Broadloom Carpets in B.H.F. colors. Follow the guide posts of these color names on the labels of everything you buy and you will always be sure your room colors are harmonious.



These are the *nine* B.H.F. colors and their group names. Each comes in a wide range of values from very light to very dark intensities:

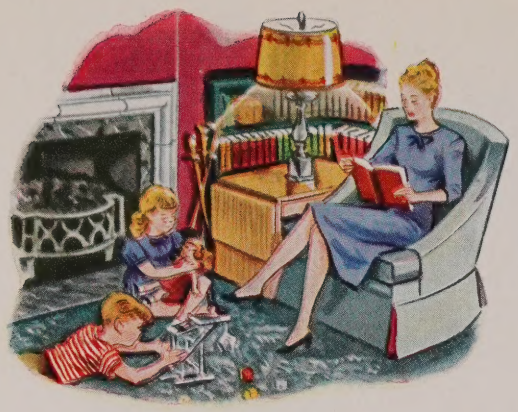
TAN.....Alamo Group	GREEN.....Shenandoah Group
ROSE.....Grand Canyon Group	BEIGE.....Cape Cod Group
BURGUNDY.....Adirondack Group	BLUE.....Great Lakes Group
MAUVE.....Prairie Group	CEDAR.....Sante Fe Group

GREY.....Great Smoky Group

This is the "Colorcade of America"

* B.H.F. *stands for the nine Basic Home Furnishings colors, sponsored and used by the manufacturer members of the Home Furnishings Style Council.*

75% OF ALL ALEXANDER SMITH RUGS AND CARPETS ARE MADE IN B.H.F. COLORS.



Color Contrast

FOR A FAMILY ROOM

If you want a liveable, "family" room . . . one that speaks of cozy evenings by the fire and sunny, comfortable afternoons with friends . . . use colors to contrast with your floor covering.

In the room on the opposite page burgundy (B.H.F. Adirondack) is used in sharp contrast to the distinctive cool Shenandoah green of Alexander Smith's Floor-Plan Rug, No. 965-D. Green is the predominant color of this room; burgundy is second in importance; and Alamo tan and sharp white are used for accent . . . much better than using each color in equal quantity. Three of these colors are brought together in the gay curtains, simply tailored to lend an informal note. Notice how each color makes the other seem more vivid—just as the skillful repetition of the green of the rug is emphasized by the warm burgundy walls.

Now turn the following pages and see how the same Shenandoah green rug can form the basis of new color schemes for two entirely different rooms. These might very easily be adjoining rooms in your home, with the rug setting the theme for a coordinated color scheme throughout the house.

ALEXANDER SMITH RUGS AND CARPETS
COME IN TRU-TONE COLORS,
EQUALLY LOVELY BY DAYLIGHT OR LAMPLIGHT.

OTHER ALEXANDER SMITH FLOOR-PLAN RUGS FOR CONTRASTING COLOR SCHEMES:

PATTERN NO. 869-A . . . Choose any three shades from this multi-colored pattern to make a lovely room scheme.

PATTERN NO. 6221-B . . . B.H.F. Alamo (tan). Make a contrasting scheme by planning your other furnishings in Santa Fe (cedar) and Shenandoah (green).

PATTERN NO. 193-K . . . "Keyed to B.H.F. Grand Canyon, Great Smoky and Shenandoah Groups." Make a wonderful room with these contrasting colors.

FORMULA 1

WALLS: Plastic Wall Covering in B.H.F. Adirondack (burgundy).

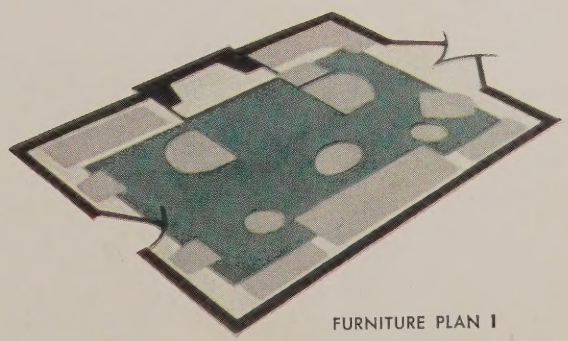
CURTAINS: Sailcloth—B.H.F. Shenandoah (green) and Adirondack with white.

FURNITURE: B.H.F. Shenandoah (green) lacquer and bleached mahogany.

UPHOLSTERY: Linen—Shenandoah (green) with inverted pleats of Adirondack (burgundy). Sofa to match, or slipcovered in the sailcloth. (See Furniture Plan.)

LAMP: Silver; Shade, tole.

RUG: Pattern No. 965-D, "Keyed to B.H.F. Shenandoah Group."



FURNITURE PLAN 1

One Color

FOR A FORMAL LOOK

The room on the opposite page, based on the same Alexander Smith Floor-Plan Rug, (No. 965-D) shows how you can use a whole symphony of the light and dark values of any *one* of the B.H.F. colors to create a room of quiet dignity and elegance. This effect is the exact opposite of that obtained with the contrasting colors used on the previous page. Furnishings now seem to blend into the walls, expanding the size of the room and creating a restful harmony. Sparkling mirrors and the interesting shadow box add to the spacious effect and give the room a jewel-like quality. The furniture plan also shows how this can be a new arrangement for your little-used dining room, or even for a one-room apartment that becomes three different rooms as the day progresses. Whether your home is in delicate period style or one of subtle modernity, a one-color scheme can be very pleasing.

OTHER ALEXANDER SMITH FLOOR-PLAN RUGS FOR YOUR ONE-COLOR SCHEME:

PATTERN NO. 964-D . . . Picture a room using the entire range of light to dark values of B.H.F. Adirondack (burgundy) built around this lovely rug!

PATTERN NO. 195-K . . . All the blues from the most delicate shades to Delft and Indigo may be used in a room with this rug.

PATTERN NO. 966-D . . . B.H.F. Cape Cod Group. Choose the darkest rug tone for your walls . . . plan furnishings in lighter values . . . accent with bright accessories.

FORMULA II

WALLS: Painted B.H.F. Shenandoah (green). Sofa-wall grey-white.

CURTAINS: Shenandoah (green) antique satin.

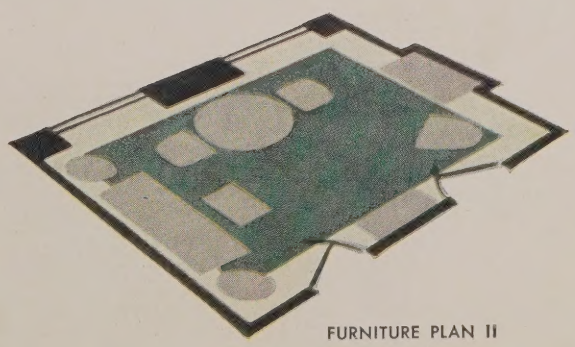
MIRRORS AND SHADOW BOX: Wired for indirect lighting.

FURNITURE: Polished blonde wood.

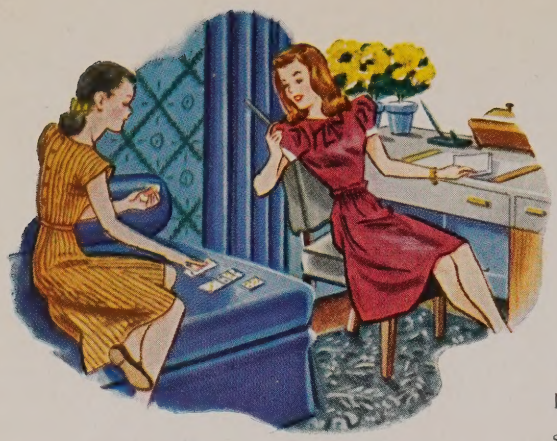
UPHOLSTERY: Shenandoah (green) diagonal twill on side chairs and sofa. Grey-white felt on chair.

TABLE COVER: Grey-white felt with Shenandoah (green) fringe.

RUG: Pattern No. 965-D, "Keyed to B.H.F. Shenandoah Group."



FURNITURE PLAN II



Blending Colors

FOR THE MODERN TREND

For that room where you work and play, you will want a background suitable for all activities. Why not be subtle, perhaps a little sophisticated, by trying colors you never thought would go together? On the walls of the room on the opposite page, serene Great Lakes blue blends with the Shenandoah green from the same leaf-patterned Floor-Plan Rug (No. 965-D) shown in the preceding rooms. Draperies, almost one with the wall color, highlight the window grouping—the room's most interesting feature. Blending colors are another way of making a small room appear more spacious and they can make a large furniture piece seem to melt right into the wall. With B.H.F. colors, as you see, it is easy to proceed with happy assurance. If you are planning color schemes for adjoining rooms, do consider combining your colors in this way: one room in contrast, one in a single color and a third in blending tones. Thus, your entire home will be in pleasant harmony.

THREE OTHER ALEXANDER SMITH FLOOR-PLAN RUGS FOR BLENDING COLOR SCHEMES:

PATTERN NO. 837-A . . . The rust and brown wood tones in this rug suggest an interesting blending scheme for Early American or informal modern rooms.

PATTERN NO. 6219-B . . . B.H.F. Great Lakes (blue). This rug, called "Gainsborough Blue," would be effective with the color scheme on the opposite page.

PATTERN NO. 196-K . . . "Keyed to B.H.F. Alamo, Adirondack and Great Smoky Groups." . . . These B.H.F. names give a complete formula for a perfect color scheme!

FORMULA III

WALLPAPER: B.H.F. Great Lakes (blue) and Shenandoah (green).

SOFA AND CURTAINS: Smooth mohair in Great Lakes (blue). Also on two chairs on opposite wall. (See Furniture Plan.)

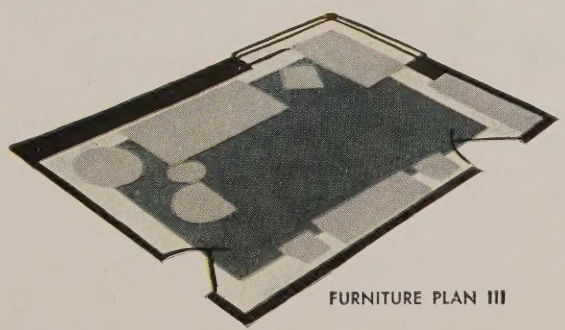
UPHOLSTERED CHAIR and DESK CHAIR: Nubby cotton in B.H.F. Great Smoky (grey).

DESK: Great Smoky (grey) leather and blonde wood.

BOOKSHELVES: Lacquered Shenandoah (green).

LAMP: Leather; shade, Shenandoah paper.

RUG: Pattern No. 965-D, "Keyed to B.H.F. Shenandoah Group."

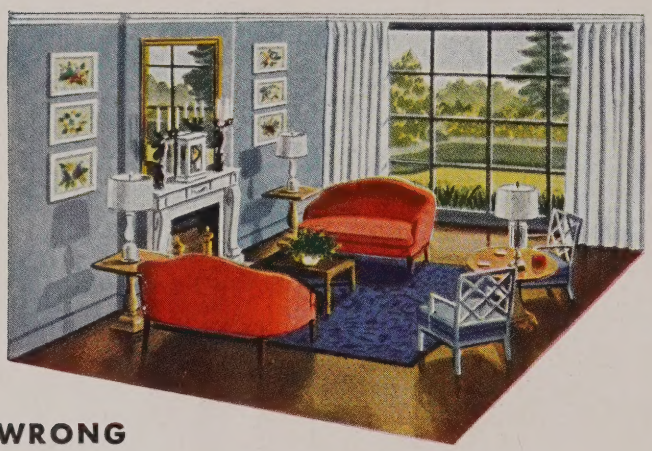


FURNITURE PLAN III

THERE'S AN ALEXANDER SMITH

Floor-Plan Rug

To Fit Nearly Every Room in Your House



WRONG

RIGHT

On the preceding pages I have shown you how the color and texture of your rugs can set the mood of your home . . . now, I'd like to remind you of the importance of SIZE.

A rug that is too small can ruin the appearance of your room entirely, no matter how clever your color scheme . . . furniture looks stilted and uncomfortable when arranged about a tiny island of rug as shown in the "wrong" sketch at the left.

To fit a room correctly, a rug should have a margin of bare floor all around it, measuring *no more than 6 inches* in a small room, or 12 to 18 inches if your room is very large.

See for yourself the added warmth and beauty a properly fitting rug gives the room in the "right" sketch shown here. The room actually seems to grow larger — and much more luxurious—with the right size Alexander Smith Floor-Plan Rug on the floor.

FLOOR-PLAN RUG
No. 1623-C . . . B.H.F.
Great Smoky Group . . .
(Mountain Grey).

FLOOR-PLAN RUG
No. 6215-B . . . B.H.F.
Grand Canyon Group . . .
(Cameo Rose).

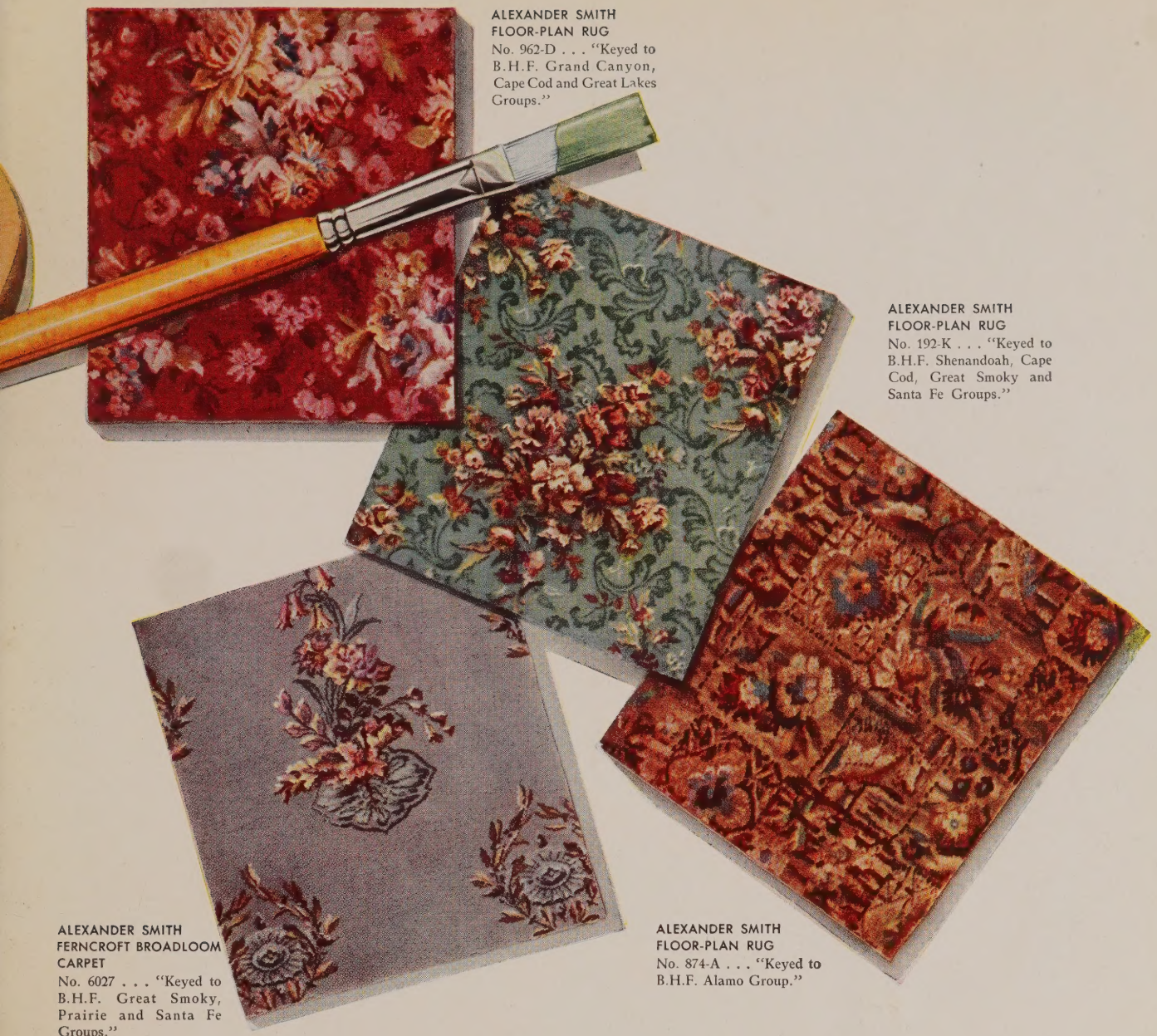
FLOOR-PLAN RUG
No. 190-K . . . Beautiful wine tone damask design of Chinese influence.

FLOOR-PLAN RUG
No. 875-A . . . B.H.F.
Great Lakes Group . . .
floral chintz.

ALEXANDER SMITH FLOOR-PLAN RUGS are ready-made in dozens of sizes . . . even up to 12 x 21 feet . . . in proportions to fit almost every room in today's houses. Sizes for large, small, square, long or narrow rooms. So, measure your rooms carefully before you shop. Give these written measurements to the salesperson in your favorite store and you'll have no trouble finding the *right-size* Alexander Smith Floor-Plan Rug unless your room is of a very unusual size or shape.

THESE ARE THE NINE B.H.F. COLORS

Basic Home Furnishings colors are an invitation to lovely color-right harmonies in every room. Shown here in Alexander Smith Rug and Carpet samples, you will see these colors in stores everywhere. You will find various intensities of these same nine colors, from very light to rich deep tones, available in other home furnishings that you buy. Just look for the B.H.F. color names on the labels as you shop . . . these will tell you just which fabrics, paints and wallpapers have been designed from the same color base to go together . . . complete assurance that the color scheme you choose will never be "off key."



ALEXANDER SMITH
FLOOR-PLAN RUG
No. 962-D . . . "Keyed to B.H.F. Grand Canyon, Cape Cod and Great Lakes Groups."

ALEXANDER SMITH
FLOOR-PLAN RUG
No. 192-K . . . "Keyed to B.H.F. Shenandoah, Cape Cod, Great Smoky and Santa Fe Groups."

ALEXANDER SMITH
FERNCROFT BROADLOOM CARPET
No. 6027 . . . "Keyed to B.H.F. Great Smoky, Prairie and Santa Fe Groups."

ALEXANDER SMITH
FLOOR-PLAN RUG
No. 874-A . . . "Keyed to B.H.F. Alamo Group."

THESE ARE PATTERNED RUGS AND CARPETS KEYED TO B.H.F. COLORS

You can pick the color scheme for your room right out of any one of these attractive Alexander Smith patterns . . . and, guided by the B.H.F. color names on the labels, you can create beautiful rooms quickly, easily and *confidently*.

Three out of every four Alexander Smith Floor-Plan Rugs and Broadloom Carpets are made in B.H.F. colors . . . in solid colors as well as figured patterns to suit every room in your home. There are exquisite florals for 18th Century rooms; delightful hooked reproductions to go with maple, pine or cherry furniture if your home leans to Early American; modern motifs that are most suited to the new streamlined settings; and tone-on-tone effects to blend gracefully with almost any style.

Prairie Mauve

FOR AN INTIMATE AIR

A patterned carpet such as this Alexander Smith Broadloom, Number 1862, keyed to B.H.F. Cape Cod, Prairie and Shenandoah Groups, offers endless opportunities for beautiful color schemes . . . why, almost every color contained in the design can be your cue for the room you most desire. In your bedroom, for example, you may want to use the B.H.F. Prairie mauve in a range of its lovely color values to create a feminine, intimate room such as I have shown here. The delicate roses of the patterned wallpaper in this room reflect the feeling and motif of the carpet design, while the fragile, full length white ruffled curtains are hung straight to break the movement of the rose pattern. These and the crystal lamps and dressing table mirror all add to the room's charm. There are many other beautiful patterns in Alexander Smith Rugs and Carpets and, if you will write to me, I shall be delighted to help you plan a luxurious bedroom—a reflection of *your* particular taste, whether you like severity and sophistication or a dainty scheme.

FOR 101 YEARS THE NAME
ALEXANDER SMITH ON RUGS AND CARPETS
HAS BEEN AN ASSURANCE OF VALUE.

OTHER ALEXANDER SMITH BROADLOOM CARPETS FOR COLOR-RIGHT BEDROOMS:

TOURAINE CARPET NO. 1856 . . . The palest, light green tone may key your feminine room. Combine with crisp white frills — a moss-green velvet slipper chair.

FERNCROFT CARPET NO. 6028 . . . "Keyed to B.H.F. Cape Cod, Great Smoky and Prairie Groups." For a soft mauve, grey and beige scheme with flower-color accents.

MAYFAIR CARPET NO. 2615 . . . "B.H.F. Grand Canyon Group." A dreamy color for your bedroom with sheer ivory-white curtains and palest Great Lakes (blue).

FORMULA IV

WALLPAPER: B.H.F. Prairie (mauve) patterned.

DRESSING TABLE, BED AND BENCH: Prairie (mauve) faille.

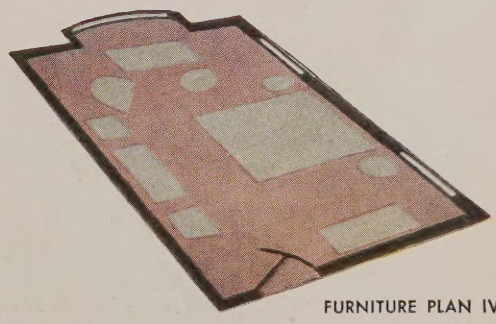
CURTAINS AND FLOUNCES: White taffeta.

CHAIR COVER: Prairie (mauve) satin. Side chairs Cape Cod (beige) velvet. (See Furniture Plan.)

FURNITURE: Black lacquer.

LAMPS: Crystal on dressing table. Blackamoor for bed lamp.

CARPET: Alexander Smith
Touraine Carpet No. 1862
"Keyed to B.H.F. Cape Cod, Prairie and Shenandoah Groups."



FURNITURE PLAN IV

Striking Effects

FOR DRAMA

Again we have the same carpet (No. 1862), and again its colors are repeated in the room, but how differently! Every color in the luxurious Alexander Smith Broadloom has been used in this room. If you have a rather formal room, or even if you live in a small apartment with a living room and bedroom combined, you can be daring and yet create a comfort-inviting setting such as I have done here. The convenient conversational grouping of the furniture creates a friendly air, while the boldly striped wallpaper, the solid color of the fireplace panel, and the important window treatment, all contribute to the dramatic effect. Many times a clever combination of wallpaper and paint, or two different wall colors, can seem to change the proportions of a room as well as add to its character. The unusually distinctive designs of the other new Alexander Smith patterned carpets offer a wide vista of new color combinations that will inspire you to do your own dramatic room . . . so, do ask to see these when you are shopping.

OTHER ALEXANDER SMITH PATTERNED CARPETS FOR YOUR DRAMATIC ROOM:

FERNCROFT CARPET NO. 6030 . . . "Keyed to B.H.F. Prairie Group." Plan a sophisticated room with soft mauve as a background for beige furniture, with blue.

FERNCROFT CARPET NO. 6029 . . . "Keyed to B.H.F. Shenandoah Group." Green orchids—most dramatic of all flowers—key a room with beige and cedar furnishings.

PATRICIAN CARPET NO. 9001 . . . "Keyed to B.H.F. Great Smoky, Prairie and Cape Cod Groups." This new carved Axminster would fit beautifully in the room on the opposite page.

FORMULA V

WALLPAPER: B.H.F. Cape Cod (beige) duo-tone striped.

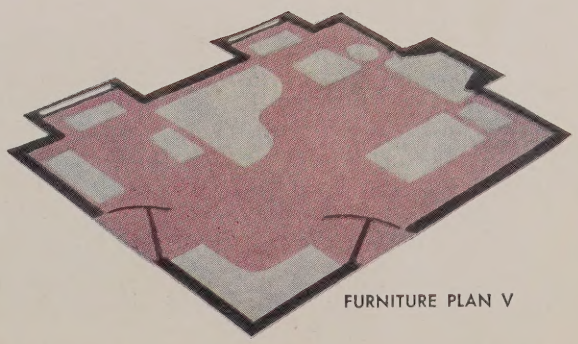
CHIMNEY PANEL: Cape Cod paint with dark green marble.

DRAPERIES: Cape Cod Nublin fabric lined in Prairie (mauve) satin.

UPHOLSTERY: Prairie Bouclette fabric on fireside couch, chair, and piano bench. B.H.F. Shenandoah (green) diagonal weave fabric on corner sectional sofa. (See Furniture Plan, right.)

LAMPS: Glass, with bronze paper shades.

CARPET: Touraine, No. 1862 "Keyed to B.H.F. Cape Cod, Prairie and Shenandoah Groups."

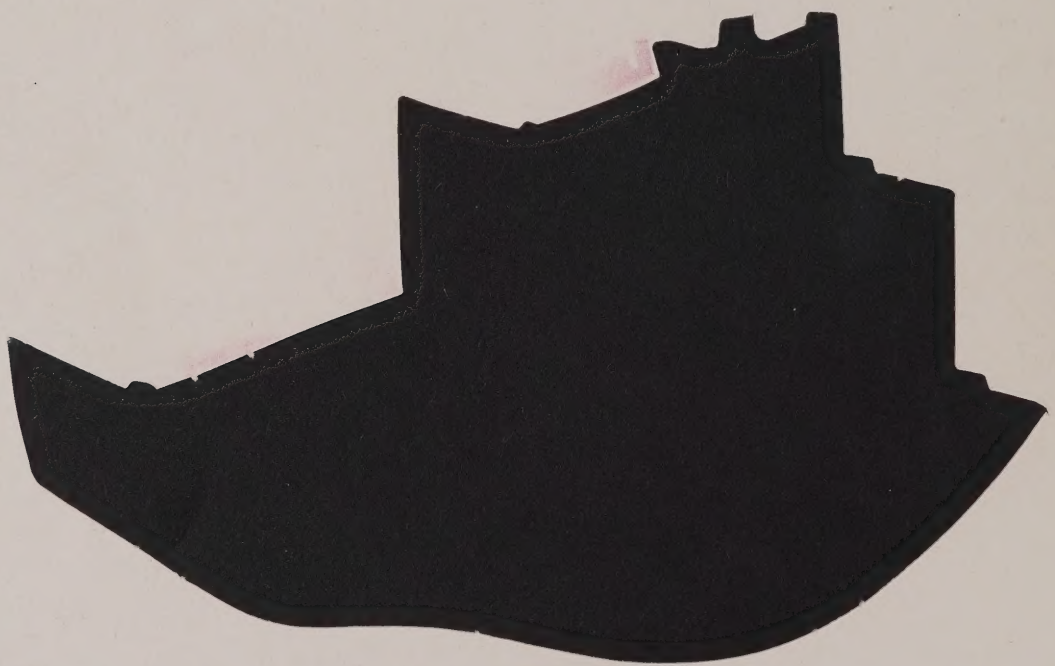


FURNITURE PLAN V

Co-ordination

FOR HARMONY

Here the very same patterned carpet (No. 1862) is used in a living-dining room with the adjoining hallway shown . . . for I wanted you to know the trick of letting the colors of your carpet coordinate the decorative schemes of more than one room. Just as you can "pick up" and repeat the colors for the main room in which the carpet is used, these same colors can form an entirely different scheme for your adjoining rooms, depending on the way the colors are distributed. For example, this might easily be an adjoining room to that shown on the previous page. The wall-to-wall carpet—which fits into the corners of the niche formed by the two wall cabinets, stretches right out into the hall and up the stairs in a luxurious expression of color. Often, a solid color carpet repeating one of the colors of your patterned carpet may be used in an adjoining room . . . thus making your home a veritable symphony of coordinated colors. If you would like me to help you plan your home in this way, do let me know . . . there is a convenient form in the back of this book on which to write to me.



OTHER ALEXANDER SMITH BROADLOOM CARPETS FOR CO-ORDINATED BEAUTY:

TOURAINE CARPET NO. 1860 . . . With this carpet in your main room, adjoining rooms may be carpeted in plain beige or blue for co-ordination.

PINEHILL CARPET NO. 6525 . . . The "B.H.F. Prairie" (mauve) label shows this may be teamed with any patterned carpet or fabric bearing this B.H.F. name for color harmony.

TOURAINE CARPET NO. 1854 . . . Pick up any of these lovely flower shades to form your own color schemes in adjoining rooms.

FORMULA VI

WALLS: Painted B.H.F. Shenandoah (green).

DOORS AND TRIM: Glossy B.H.F. Shenandoah (green) paint.

WALL CABINET DOORS: Polished blonde wood.

UPHOLSTERY: Textured fabric in B.H.F. Prairie (mauve). Sofa in Cape Cod (beige) rayon damask.

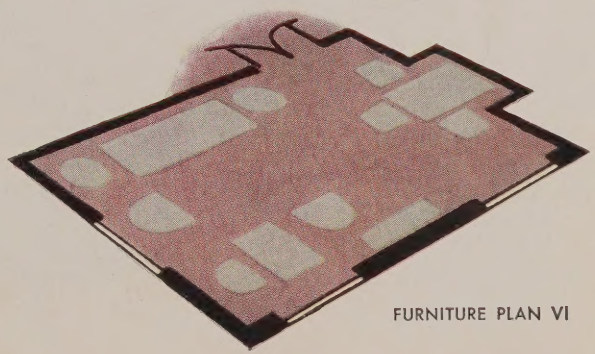
END TABLES: Blonde wood and Shenandoah (green).

DINING TABLE AND CHAIRS: Painted Shenandoah (green) . . . Chair seats in Prairie (mauve) plastic.

CANDELABRAS: White marble and bronze.

LAMPS: White china, with silk shades.

RUG: Touraine No. 1862—"Keyed to B.H.F. Cape Cod, Prairie and Shenandoah Groups."



FURNITURE PLAN VI

WHEN TO USE ALEXANDER SMITH

Broadloom Carpet

WALL-TO-WALL

Alexander Smith Broadloom Carpet laid wall-to-wall and fitted into every nook and cranny of your room can add *such* a wealth of luxurious beauty and quiet comfort to your home . . . a touch of perfection that nothing else accomplishes, it seems to me.

If you own your own home, I strongly recommend wall-to-wall carpet. It makes arranging furniture so simple and makes every room seem much more spacious. It also simplifies your cleaning problem, for on a carpet laid wall-to-wall you only have to use one implement, a vacuum cleaner or a carpet sweeper.

In cases where a room has a definite structural irregularity . . . a curved wall, a deep fireplace, protruding steps, an alcove . . . or a bay window, as shown below . . . wall-to-wall carpet is the only adequate answer. And if your floors are soft wood, or badly scarred, wall-to-wall carpet is a most economical solution.

But, if you are renting, or have especially fine floors, broadloom rugs are the sensible choice. These may be either Alexander Smith Floor-Plan Rugs, which are ready made, or carpets cut and bound to the right size.

NEW "PATRICIAN" CARVED AXMINSTER BROADLOOM CARPET NO. 9001.

"Keyed to B.H.F. Great Smoky, Prairie and Cape Cod Groups." A stunning new Alexander Smith weave that introduces the charm of embossing in a fine Axminster construction.

ALEXANDER SMITH
PINEHILL
BROADLOOM CARPET

No. 6522. B.H.F. Cape Cod Group — (Platinum Beige).

ALEXANDER SMITH
MAYFAIR
BROADLOOM CARPET

No. 2619 B.H.F. Great Lakes Group — (Gainsborough Blue).

ALEXANDER SMITH
PATRICIAN
CARVED AXMINSTER
BROADLOOM CARPET

No. 9002. "Keyed to B.H.F. Prairie, Santa Fe and Cape Cod Groups"

ALEXANDER SMITH
TOURAINE
BROADLOOM CARPET

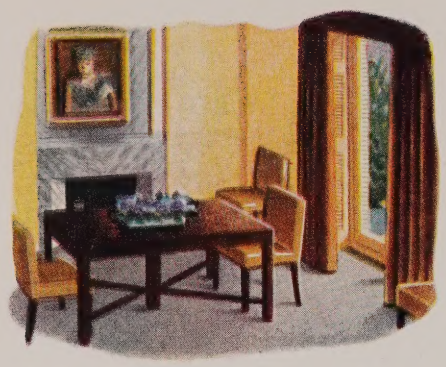
No. 1857. Lovely damask pattern in wine tones.

ALEXANDER SMITH
TOURAINE
BROADLOOM CARPET

No. 1859. A Louis XV floral design for period as well as contemporary rooms.

ALEXANDER SMITH, one of the world's largest manufacturers of carpets and rugs, weaves carpet in 27-inch, 9-foot, 12-foot, 15- and 18-foot widths. As a consequence, with Alexander Smith Broadloom, you can carpet a room of any length and up to 18-feet wide entirely without seams. You may also buy your broadloom rugs in "Custom Cut" sizes to fit your rooms.

Shown on this page are only a few of the many lovely new colors and patterns available in Alexander Smith Broadloom Carpet. Notice particularly the exciting new carved Axminster "Patrician." It is now available in *five* beautiful patterns, two of which are keyed to B.H.F. colors.

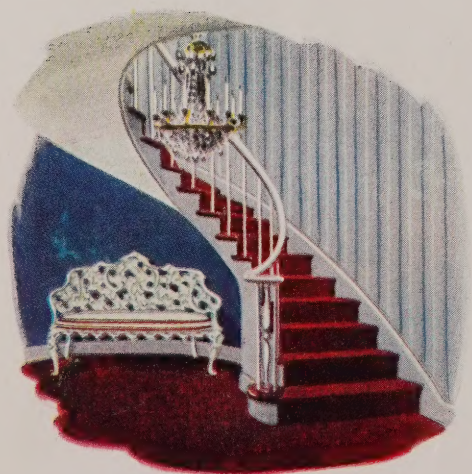


Alexander Smith Pinehill Broadloom No. 6523 "B.H.F. Great Smoky Group" — Mountain Grey.

IN YOUR DINING ROOM... If your home is one of those that still has a bare floor in the dining room, do consider how this robs the room of its rightful charm. For voices soften, footsteps and clattering dishes hush with a sound-deadening, deep-napped rug or carpet on the floor. And how much dignity and beauty a lovely rug can add to this important room! Impractical? Not at all. Many of the new rug and carpet patterns and textures are ingeniously woven so as not to show soil and footprints easily.

Alexander Smith Mayfair Broadloom No. 2626 "B.H.F. Shenandoah Group"—Carousel Green.

IN YOUR BEDROOM... How shocking, on a cold winter morning to step out of bed on an icy bare floor —or to go "island skipping" from one scatter rug to another across the room. And then again—what a wonderful feeling to step out on the luxurious comfort of a "cushion-napped" Alexander Smith carpet! Carpeting in bedrooms is important, too, for quiet, restful sleep . . . especially if more than one person occupies the room.



Alexander Smith Pinehill Broadloom No. 6537 Cherry Red.

IN YOUR HALL... Children in your home? Nerve-wracking footsteps scampering up and down those bare stairs all day long—skidding along the sparsely carpeted hall? Here is your solution for peace of mind and that luxurious feeling of quiet dignity in your home. There's a wealth of cheery welcome in a sweep of rich carpet from the very front door, right into the heart of your house and up the stairs. Halls usually should be carpeted in the same pattern used in the living room or dining room. The first impression of your home is then an invitation to gracious living.

Clara Dudley

DECORATING CONSULTANT

Alexander Smith & Sons Carpet Co., • 295 Fifth Avenue, New York City

Home-making can be such fun with all the wonderful new things available today to make our lives easier and more pleasant! New uses of color, or a new rug or carpet alone, can make such a world of difference in our homes. That is why this brochure, showing just a few color tricks and new ideas, has been prepared for you.

Of course, it has not been possible to include the full story of color and its beauty-making possibilities in these few pages, so, if you want to know more—or if you have a special home planning problem of your own—do write to me.

For your convenience, a special form is printed on the reverse side of this letter. If you will fill this out, adding any other information you feel necessary, I shall be delighted to help you personally.

Clara Dudley

P. S. Oh yes, I've said nothing about price and that's important. Because, contrary to usual belief, there's almost nothing you can buy that *gives* so very much for so very little. Prices vary, of course, by quality but even without being *too* budget-minded you will find that rugs or carpets for *three rooms* in your house—with all their beauty and all their comfort—will not have cost you over 5c a day when you come to replace them after years of service.

Date.....

Miss Clara Dudley
Alexander Smith & Sons Carpet Co.
295 Fifth Avenue
New York 16, New York

Dear Miss Dudley:

Will you please let me have your advice and suggestions on the specific rugs or carpets to be used in the room described below.

Room is used for.....
(Living, Dining, etc.)

Wall Color.....

Drapery Fabric and Color.....

Upholstery Color .....

Style of Furniture .....

The color rug or carpet I would prefer, is.....

Size of Room..... Room is Light ☐ Room is Dark ☐

I prefer: a ☐ rug ☐ carpet used wall-to-wall; ☐ solid color ☐ patterned
(Check One) (Check One)

Rug or Carpet Budget.....

Type of home: house, apartment, etc.....

Remarks: (Favorite B.H.F. Color, etc.).....

.....

I prefer: a ☐ contrasting color scheme; a ☐ one color scheme; a ☐ blending scheme.
(Check One)

When I buy, I prefer to deal with the following stores:

Store Name.....Address.....

Store Name.....Address.....

My Name.....

Street.....

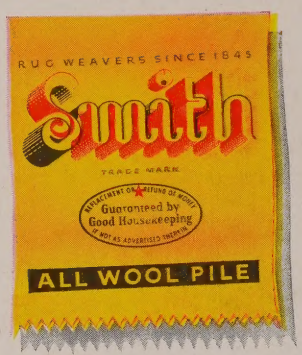
City.....

State.....

AVERY CLASSICS

CARPET MAKES IT HOME

102nd YEAR



This gold label, with the Good Housekeeping Advertising Guaranty, is on all Alexander Smith Rugs and Carpets. Look for it when you buy. It is your assurance of quality and real value.